



# Who's Working Together?

Modeling collaborative programming to address obesity in Petersburg, VA

# Who's Working Together?

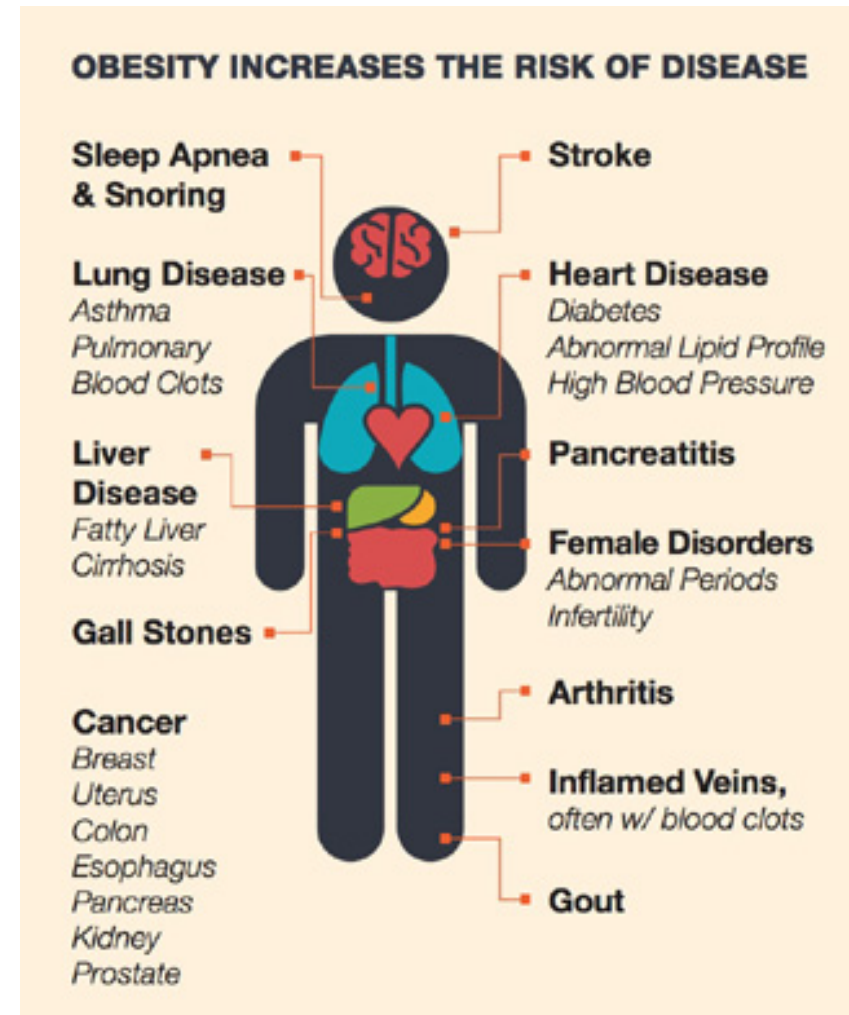
- Problem
- Who is HCAT?
- Who is Petersburg HOPs?
- Maximizing resources
- Next Steps
- City Council Support
- Questions





# The Problem of Obesity in Petersburg

- **According to 2019 County Health Rankings, City of Petersburg** ranks 133 (worst) out of the 133 localities in Virginia overall and for specific categories:
  - length of life
  - health outcomes
  - health behaviors, and
  - social/economic factors
- Regarding local food access, Petersburg also fares poorly.
  - The Food Environment Index is 3.9 (0 worst to 10 best)
  - Only 21% of residents have access to healthy food, but in a limited capacity
- Most concerning, over 42% of the adult population is obese.





Improving community food access and opportunities for physical activity are promising strategies for preventing obesity.





This project was awarded to the City of Petersburg and funded by the Virginia Foundation for Healthy Youth, with Petersburg Public library as the lead agency and fiscal agent.



**Project Goal:** To prevent and reduce childhood obesity in Petersburg, Virginia specifically a selected strategy of *improving community food access*.

**Project Funding:** Five (5) year project, an extension was awarded until 2023 to reach our goals; \$30,000 per year (2018-2023)



# HCAT 4- Year Activities

- Strengthen HCAT membership
- Engage community to better understand food access
- Bring agricultural and nutritional education to Petersburg Public Schools and other youth organizations.
  - Supporting early literacy through nutrition
- Develop a community gardening network by connecting residents to resources.
- Increase SNAP participation in River Street Market









**Project Overview:** Until 2023, Petersburg HOPs (Healthy Options Partnership) is funded by the CDC to implement policy and environmental changes throughout the City of Petersburg in order to increase residents' opportunities for healthy and active choices.

## Project Goals

1. Increase access to healthier foods
2. Connect safe and accessible places for physical activity

## 5-Year Project Activities

- Make improvements to state and local programs/systems
- Establish new or improved pedestrian, bicycle, or transit transportation systems
- Work with food vendors, distributors and producers to enhance healthier food procurement and sales





# Partnering with the City of Petersburg

- To date, we have partnered with:
  - Economic Development
    - Local Foods, Local Places Grant
  - City Planning and Development
    - Smart Scale Application
  - Petersburg Library
    - Director is supporting development of product market
    - 1,000 pound Challenge
  - Department of Social Services
    - Promotion of Virginia SNAP Match Program
    - Mobile Holiday Market
  - Parks and Leisure Services
    - Marketing Plan for Parks and Playgrounds
    - Resubmission Tony Hawk Grant application



# Partnerships created to support program goals:



PETERSBURG CITY  
PUBLIC SCHOOLS



Virginia Tech  
Center for Public Health  
Practice and Research



**Virginia Cooperative Extension**  
Virginia Tech • Virginia State University





# Maximizing Resources

How the HCAT and Petersburg HOPPs are working collaboratively to make the City of Petersburg healthier

Our work has been highlighted by the Progress Index!







# Working Together to Share Data

(Please see handout)

# City Council Support

- We are seeking City Council's support with the following:
  1. Approval of Complete Streets recommendations
    - Bike and Pedestrian Chapter
  2. Future Letters of Support and MOUs
  3. Adopting a practice of healthy meetings for city government proceedings
    - Water offered
    - Portion size appropriate







Thank you for your attention!